

**REQUEST FOR TASK ORDER PROPOSAL  
INFORMATION AND COMMUNICATION SERVICES (ICS)  
NIH CONTRACTS # 263-01-D-0148 THROUGH 0208**

**RFTOP# 28 TITLE: NIAAA College Drinking Website**

**PART I – REQUEST FOR TASK ORDER PROPOSALS**

A. **POINT OF CONTACT:** C. Timothy Crilley, Contract Specialist  
Edward J. Kostolansky, Contracting Officer

**Phone – (301) 443-1191**

**Fax: - (301) 443-3891**

**Proposal and Billing Address:**

Contracting Officer  
National Institute on Alcohol Abuse and Alcoholism  
Contracts Management Branch  
Willco Building, Suite 504  
6000 Executive Boulevard, MSC 7003  
Bethesda, Maryland 20892-7003  
(NOTE: If using a courier, the city and zip is Rockville, Maryland 20852)

B. **PROPOSED PERIOD OF PERFORMANCE:** This is a two-year project.

C. **PRICING METHOD:** Cost Plus Fixed Fee (CPFF).

D. **SERVICE CATEGORIES:** Send RFTOP to all companies with experience in website development and maintenance.

E. **OFFEROR INSTRUCTIONS:** An original plus five (5) copies of the technical proposal, together with an original plus three (3) copies of your business proposal, must be submitted. Technical proposals shall be limited to no more than 25 pages. Refer to Paragraph J. for detail on how to prepare the technical and cost proposals.

You are expected to respond with technical and cost proposals for the entire period of performance. In addition to a cumulative cost proposal, you must submit separate cost proposals for each year of the proposed contract.

Offerors must submit a signed task order form with their proposal.

F. **RESPONSE DUE DATE:** Proposals are due no later than **12:00 p.m., Eastern Daylight Time on Friday, August 17, 2001.**

**FACSIMILE AND E-MAIL PROPOSALS ARE NOT BEING ACCEPTED.**

**G. TASK DESCRIPTION/STATEMENT OF WORK:**

**Title: NIAAA College Drinking Website**

**I. Background Information**

The NIAAA is responsible for providing leadership in research on the prevention and treatment of alcohol abuse and alcoholism and the dissemination of research-based information to the scientific community, alcohol-related constituencies, policy makers, and the general public. One of the most important elements of this education mandate is to alert the public to the complex role of alcohol in society, the enormous health and economic consequences that accompany alcohol abuse, and the many commonly accepted myths about alcohol's effects on the human body.

In response to the increasingly complex issue of alcohol abuse among college students, the National Advisory Council on Alcohol Abuse and Alcoholism created the Subcommittee on College Drinking in 1998. While NIAAA has maintained a small portfolio of grants on this issue for many years, this Subcommittee represents an effort to address this issue in the most coordinated, comprehensive manner possible. The goals of the Subcommittee are to advise NIAAA and other policy makers on future research to improve campus prevention and treatment programs and to provide college presidents, policy makers, and researchers with information on the effectiveness of current interventions.

In order to summarize the work of the subcommittee for a number of audiences, a variety of products are being developed. These products will be available in printed format, and an interactive web site will also be created.

**II. Objectives**

The objective of this two-year task order is to create a state-of-the-art interactive web site for the NIAAA Subcommittee on College Drinking. The content of the site shall include web-based versions of official subcommittee materials, as well as other information. The site shall provide convenient access to the conclusions and recommendations of the subcommittee, as well as links to NIAAA main web site and other selected locations. The site shall be updated regularly and will offer information relevant to college presidents, parents, community leaders, high school guidance counselors, and student peer educators.

**III. Services to be Performed**

**A. General Requirements**

1. Independently, and not as an agent of the Government, the Contractor shall furnish the necessary labor, materials, supplies, equipment, and services (except as otherwise specified herein) to perform the work set forth below.

2. The Contractor shall provide office equipment sufficient for regular communication with NIAAA, specifically to receive and provide feedback in a timely fashion.
3. All work under this contract shall be monitored by the Government Project Officer.
4. In order to provide adequate project support requested in this contract, the contractor shall have access to a full complement of experts and technology needed to design, manage, and host a state-of-the-art web site, including but not limited to, web planners, programmers, and writers; graphics specialists; broadcast specialists; and facilities (e.g. servers) needed to accomplish any task called for in this project.

All activities associated with this contract shall be approved by NIAAA beforehand and NIAAA reserves the right to modify any materials and/or strategies during the course of the project.

The contractor shall design and manage a web site on college drinking according to the direction of Institute. This involves 1) proposing a variety of graphic designs for the webpage and the tools that visitors will use to navigate through the site; and 2) actively managing and updating the site when needed or directed by the Project Officer. NIAAA shall retain proprietary control of all site content. At the termination of this contract, the contractor shall transfer all software to NIAAA as well as any other information that may be needed continue the operation of the site in-house.

**B. Specific Requirements**

The Contractor shall perform the specific tasks outlined below:

**Task I - Web Site Design**

Under this task, the contractor shall propose at least 3 optional graphic designs for NIAAA to consider. These designs shall incorporate state-of-the-art methodology including, but not limited to:

- four-color graphics
- movable icons
- streaming video (if appropriate)
- sound and video files
- links to other websites
- interactive capabilities, including the ability to receive and refer feedback to the project officer
- counter/tracking

The overall design (with content provided by NIAAA) shall include separate and distinct

sections that appeal to a variety of specific audiences including, but not limited to, college presidents, parents, community leaders, high school guidance counselors, and student peer educators.

The website shall be on-line and operational within three (3) weeks after NIAAA approval of the graphic design.

**Task II - Web Site Management**

After the site has been created, the contractor shall actively manage it for the remainder of the contract. This activity shall include: (a) providing content updates when directed by the NIAAA Project Officer, (b) updating links as necessary, and (c) managing the interactive component of the site. The contractor is encouraged to make recommendations to NIAAA throughout the contract and must be able to implement any relevant but unexpected instruction from the project officer.

**H. DELIVERABLES:**

The following reports shall be prepared and submitted to the Contracting Officer in accordance with each specified requirement. Reports submitted under this contract shall reference and cite the contract number in addition to identifying the National Institute on Alcohol Abuse and Alcoholism as the sponsoring agency.

**1. Reports**

**a. Monthly Technical Progress Report**

A monthly technical progress report shall be submitted in four (4) copies, no later than the 10<sup>th</sup> day of the month following the month being reported. The report shall be in narrative form and shall, at a minimum, address the following areas:

- (1) Progress made to date on the specific work to be accomplished.
- (2) A summary of work in progress.
- (3) Problems and difficulties encountered with recommended solutions on rectifying the problem.
- (4) Previous problems and difficulties solved including delinquent assignments.
- (5) New work to be undertaken.

**b. Draft Annual Report**

The Contractor shall submit to the Contracting Officer two copies of a draft annual

report within one month after the completion of the first year. The Government will review and return the approved draft with comments, if necessary, within 15 calendar days. The draft copy will be typed on double space or space and a half and will include pertinent materials as necessary and in sufficient detail to explain the results achieved under the contract

c. Annual Report

The Contractor shall submit five copies of the Annual Report to the Contracting Office within 1 week of receiving the Government's comments.

d. Draft Final Report

The Contractor shall submit to the Contracting Officer two copies of a final report within two months prior to the completion of the period of performance. The Government will review and return the approved draft with comments, if necessary, within 15 calendar days. The draft copy will be typed in double space or space and a half and will include all illustration, tables, drawings, charts, data sheets, and other pertinent material as necessary and in sufficient detail to explain the results achieved under the contract.

e. Final Report

Within five calendar days prior to the completion of the period of performance, the Contractor shall submit five copies of the Final Report to the Contracting Officer.

f. Graphic Designs

Within three (3) weeks after contract award, the contractor shall provide three (3) graphic designs in accordance with Task 1.

g. Website

The website shall be on-line and operational within three (3) weeks after NIAAA approval of the graphic design.

I. ***EVALUATION FACTORS:***

1. General

The major evaluation factors for this solicitation include technical (which encompasses experience and past performance factors), cost/price factors and Small Disadvantaged Business (SDB) Participation. Although technical factors are of paramount consideration in the award of the contract, cost/price and SDB participation are also important to the overall contract award decision. All evaluation factors other than cost or price, when combined are approximately equal to cost or price. In any case, the Government reserves the right to make an award to that offeror whose proposal provides

the best overall value to the Government.

The evaluation will be based on the demonstrated capabilities of the prospective Contractors in relation to the needs of the project as set forth in the RFTOP. The merit of each proposal will be evaluated carefully. Each proposal must document the feasibility of successful implementation of the requirements of the RFTOP. Offerors must submit information sufficient to evaluate their proposals based on the detailed criteria listed below.

2. Technical Evaluation Criteria

The evaluation criteria are used by the technical evaluation committee when reviewing the technical proposals.

a. Understanding the Problem

10 Points

The contractor shall demonstrate:

- An understanding of the mandate of the NIAAA, the communication needs of the Subcommittee on College Drinking and the role of an interactive website in serving those needs.
- An understanding of the goals, objectives, and tasks required in this contract, including knowledge of what problems are likely to be encountered and proposed means of dealing with such problems.
- An awareness of the substance and complexity of web-based education and its potential for conveying public health messages. These elements must include, but are not limited to, a demonstrated knowledge of all state-of-the-art software, the full range of possibilities for internet-based communication, proficiency with computer-based audio/video production, access to consumer and audience research, and knowledge of internet distribution mechanisms.

b. Technical Approach

30 Points

The technical approach shall be delineated in sufficient detail to demonstrate soundness, practicability, feasibility and completeness. The proposal shall fully address the aspects of performing each task. The proposal shall contain a sound work plan to complete the activities called for in the statement of work and realistic project schedules, including milestones and deliverables.

c. Personnel

35 Points

The contractor's proposed personnel shall be evaluated on the qualifications, expertise, and demonstrated experience necessary to plan and implement all tasks. Staff shall have:

- Expertise and demonstrated ability to plan, manage, and execute web-based information programs.
- Familiarity with NIH and its political, scientific, and budgetary challenges for communication planners, and the ability to achieve maximum results with minimum resources.
- Familiarity with social marketing and wellness fields.
- Immediate access to specialized staff, relevant software, and interactive tools and graphics.

Demonstration of adequate staff capability shall be through inclusion of resumes, curricula vitae and/or other appropriate information.

- d. Corporate Management Capability 15 Points  
 Proposals shall be evaluated on the: a) adequacy of the proposed management plan, which should show clear lines of authority and responsibility; b) quality control procedures to assure that project goals and milestones will be met in a timely manner; and , c) adequacy of corporate experience in managing projects of similar size, scope and content.
- e. Facilities 10 Points  
 Proposals shall be evaluated on the availability and adequacy of required hardware/software and facilities, such as graphics, computer-based audio/video production, consumer and audience research, and internet distribution mechanisms, as well as any other capabilities necessary to complete the tasks outlined in this project.

**J. *ADDITIONAL INSTRUCTIONS:***

1. **Amendments to solicitations.** If this solicitation is amended, all terms and conditions that are not amended remain unchanged. Offerors shall acknowledge receipt of any amendment to this solicitation by the date and time specified in the amendment(s).
2. **Submission, modification, revision, and withdrawal of proposals.**
  - a. Offers shall submit proposals and modifications to proposals in paper media in sealed envelopes or packages addressed to the Contracting Officer (CO) specified in Paragraph A., Point of Contact (POC). The envelope's shall show the time and date specified for receipt, the solicitation number, and the name and address of the offeror. Offerors using commercial carriers should ensure that the proposal is marked on the outermost wrapper.
  - b. The first page of the proposal must show--

- (1) The solicitation number;
  - (2) The name, address, and telephone and facsimile numbers of the offeror (and electronic address if available);
  - (3) A statement specifying the extent of agreement with all terms, conditions and provisions included in the solicitation and agreement to furnish any of all items upon which prices are offered at the price set opposite each item;
  - (4) Names, titles, and telephone and facsimile numbers (and electronic addresses if available) of persons authorized to negotiate on the offeror's behalf with the Government in connection with this solicitation;
  - (5) Name, title, and signature of person authorized to sign the proposal. Proposals signed by an agent shall be accompanied by evidence of that agent's authority, unless that evidence has been previously furnished to the issuing office;
  - (6) Taxpayer's Identification Number (TIN);
  - (7) Data Universal Numbering System (DUNS) Number;
  - (8) The following statement: This proposal reflects our estimates and/or actual costs as of this date and conforms, with the instructions in FAR 15.403-5(b)(1) and Table 15-2. By submitting this proposal we grant the Contracting Officer and authorized representative(s) the right to examine at any time before award, those records, which include books, documents, accounting procedures and practices, and other data, regardless of type and form or whether such supporting information is specifically referenced or included in the proposal as the basis for pricing, that will permit an adequate evaluation of the proposed price; and,
  - (9) Whether your organization is subject to cost accounting standards; whether your organization has submitted a CASB Disclosure Statement, and if it has been determined adequate; whether you have been notified that you are or may be in noncompliance with our Disclosure Statement or CAS, and if yes, an explanation; whether any aspect of this proposal is inconsistent with our disclosed practices or applicable CAS, and if so, an explanation; and whether the proposal is consistent with your established estimating and accounting principles and procedures and FAR Part 31, Cost Principles, and, if not, an explanation.
- c. Offerors are responsible for submitting proposals, and any modifications or revisions, so as to reach the POC by the time specified in the solicitation.
- d. Any proposal, modification, or revision received at the POC CO after the exact time specified for receipt of offers is "late" and will not be considered unless it is received before award is made, the POC CO determines that accepting the late offer would not unduly delay the acquisition, and:



- (1) There is acceptable evidence to establish that it was received at the Government installation designated for receipt of offers and was under the Government's control prior to the time set for receipt of offers; or
  - (2) It is the only proposal received.
- e. A late modification of an otherwise successful proposal that makes its terms more favorable to the Government, will be considered at any time it is received and may be accepted.
- f. Acceptable evidence to establish the time of receipt at the Government installation includes the time/date stamp of that installation on the proposal wrapper, other documentary evidence of receipt maintained by the installation, or oral testimony or statements of Government personnel.
- g. If an emergency or unanticipated event interrupts normal Government processes so that proposals cannot be received at the office designated for receipt of proposals by the exact time specified in the solicitation, and urgent Government requirements preclude amendment of the solicitation, the time specified for receipt of proposals will be deemed to be extended to the same time of day specified in the solicitation on the first work day on which normal Government processes resume.
- h. Proposals may be withdrawn by written notice received at any time before award. Proposals may be withdrawn in person by an offeror or an authorized representative, if the identity of the person requesting withdrawal is established and the person signs a receipt for the proposal before award. Withdrawals are effective upon receipt of notice by the CO.
- i. Offerors shall submit proposals in English and in U.S. dollars.
- j. Offerors may submit modifications to their proposals at any time before the solicitation closing date and time, and may submit modifications in response to an amendment, or to correct a mistake at any time before award.
- k. Offerors may submit revised proposals only if requested or allowed by the Contracting Officer.

3. **Offer expiration date.** Proposals in response to this solicitation will be valid for 180 days (unless a different period is proposed by the offeror).

4. **Notice of Price Evaluation Adjustment for Small Disadvantaged Business**

Concerns

In accordance with FAR Clause 52.219-23, Notice of Price Evaluation Adjustment for Small Disadvantaged Business Concerns, incorporated by reference, offerors will be evaluated by adding a factor of 10 percent to the price of all offers, except offers from small disadvantaged business concerns that have not waived the adjustment. (Note: A listing of other offerors who are excepted and will not have this evaluation factor added to their offer may be found in subparagraph (b) of FAR Clause 52.219-23.)

A small disadvantaged business concern may elect to waive the adjustment, in which case the factor will be added to its offer for evaluation purposes. The agreements in paragraph (d) of FAR Clause 52.219-23 do not apply to offerors that waive the adjustment.

**AN OFFEROR WHO ELECTS TO WAIVE THIS EVALUATION ADJUSTMENT MUST SPECIFICALLY INDICATE WITH A STATEMENT TO THIS EFFECT ON THE COVER PAGE OF ITS BUSINESS PROPOSAL.**

5. **Type of Contract and Number of Award(s)**

It is anticipated that one award will be made from this solicitation and that the award will be made on/about August 31, 2001.

It is anticipated that the award from this solicitation will be a multiple-year, cost reimbursement, completion type contract.

6. **Estimate of Effort**

To assist you in the preparation of your proposal, the Government considers the first year of effort to be approximately 1,190 labor hours and the second year to be approximately 1,010 direct labor hours. This information is furnished for the offeror's information only and is not to be considered restrictive for proposal purposes.

7. **Communications Prior to Contract Award**

Offerors shall direct all communications to the attention of the POC Contract Specialist or Contracting Officer. Communications with other officials may compromise the competitiveness of this acquisition and result in cancellation of the requirement.

8. **Authorized Official and Submission of Proposal**

The proposal must be signed by an official authorized to bind your organization and must stipulate that it is predicated upon all the terms and conditions of this RFTOP. Your proposal shall be submitted in the number of copies, to the addressees, and marked as indicated. Proposals will be typewritten, paginated, reproduced on letter size paper and will be legible in all required copies. To expedite the proposal evaluation, all documents required for responding to the RFTOP should be placed in the following order:

I. **COVER PAGE**

Include RFTOP title, number and other information required by paragraph J.2.b and indicate whether the proposal is an original or copy;

II. **TECHNICAL PROPOSAL**

It is recommended that the technical proposal consist of a cover page, a table of contents, and the information requested in the Technical Proposal Instructions.

III. **BUSINESS PROPOSAL**

It is recommended that the business proposal consist of a cover page, a table of contents, and the information requested in the Business Proposal Instructions.

9. **Separation of Technical and Business Proposals**

The proposal must be prepared in two parts: a "Technical Proposal" and a "Business Proposal." Each of the parts shall be separate and complete in itself so that evaluation of one may be accomplished independently of, and concurrently with, evaluation of the other. The technical proposal must include direct cost and resources information, such as labor-hours and categories and applicable rates, materials, subcontracts, travel, etc., and associated costs so that the offeror's understanding of the project may be evaluated. However, the technical proposal should **not** include pricing data relating to individual salary information, indirect cost rates or amounts, fee amounts (if any), and total costs. The technical proposal should disclose your technical approach in as much detail as possible, including, but not limited to, the requirements of the technical proposal instructions.

10. **Alternate Proposals**

You may, at your discretion, submit alternate proposals, or proposals which deviate from the requirements; provided, that you also submit a proposal for performance of the work as specified in the statement of work. Such proposals may be considered if overall performance would be improved or not compromised and if they are in the best interest of the Government. Alternative proposals, or deviations from any requirements of this RFTOP, shall be clearly identified.

11. **Confidentiality of Proposals--HHSAR 352.215-12, Restriction on Disclosure and Use of Data (April 1984)** The proposal submitted in response to this request for proposals may contain data (trade secrets; business data, e.g., commercial information, financial information, and cost and pricing data; and technical data) which the offeror, including its prospective subcontractor(s), does not want used or disclosed for any purpose other than for evaluation of the proposal. The use and disclosure of any data may be so restricted; **provided**, that the Government determines that the data are not required to be disclosed under the Freedom of Information Act, 5 U.S.C. 552, as amended, and the offeror marks the cover sheet of the proposal with the following legend, specifying the particular portions of the proposal which are to be restricted in accordance with the conditions of the legend. The Government's determination to withhold or disclose a record will be based upon the particular circumstances involving the record in question and whether the record may be exempted from disclosure under the Freedom of Information Act:

“Unless disclosure is required by the Freedom of Information Act, 5 U.S.C. 552, as amended, (the Act) as determined by Freedom of Information (FOI) Officials of the Department of Health and Human Services, data contained in the portions of this proposal which have been specifically identified by page number, paragraph, etc. by the offeror as containing restricted information shall not be used or disclosed except for evaluation purposes.

The offeror acknowledges that the Department may not be able to withhold a record (data, document, etc.) nor deny access to a record requested pursuant to the Act, and that the Department's FOI officials must make that determination. The offeror hereby agrees that the Government is not liable for disclosure if the Department has determined that disclosure is required by the Act.

If a contract is awarded to the offeror as a result of, or in connection with, the submission of this proposal; the Government shall have the right to use or disclose the data to the extent provided in the contract. Proposals not resulting in a contract remain subject to the Act.

The offeror also agrees that the Government is not liable for disclosure or use of unmarked data and may use or disclose the data for any purpose, including the release of the information pursuant to requests under the Act.

The data subject to this restriction are contained in pages (insert page numbers, paragraph designations, etc. or other identification).”

In addition, the offeror should mark each page of data it wishes to restrict with the following legend:

"Use or disclosure of data contained on this page is subject to the restriction on the cover sheet of this proposal."

**NOTE:** Offerors are cautioned that proposals submitted with the restrictive legends or statements differing in substance from the above legend may not be considered for award. The Government reserves the right to reject any proposal submitted with a nonconforming legend.

12. **Technical Proposal Instructions**

Offerors shall prepare a detailed work plan indicating how each aspect of the statement of work is to be accomplished. The plan should reflect a clear understanding of the nature of the work being undertaken. The technical proposal must include information on how the project is to be organized, staffed, and managed. Proposals which merely offer to conduct a program in accordance with the requirements of the Government's scope of work will not be eligible for award.

a. **Technical Discussions**

The technical discussion included in the technical proposal should respond to the items set forth below:

(1) **Statement of Work**

(a) **Objectives**

State the overall objectives and the specific accomplishments you hope to achieve. Indicate the rationale for your plan, and relation to comparable work in progress elsewhere. Review pertinent work already published which is relevant to this project and your proposed approach. This should support the scope of the project as you perceive it.

(b) **Approach**

Use as many subparagraphs, appropriately titled, as needed to clearly outline the general plan of work. Discuss phasing of research and, if appropriate, include experimental design and possible or probable outcome of approaches proposed.

(c) **Methods**

Describe in detail the methodologies you will use for the project, indicating your level of experience with each, areas of anticipated difficulties, and any unusual expenses you anticipate.

(d) **Schedule**

Provide a schedule for completion of the work and delivery of items specified in the statement of work. Performance or delivery schedules shall be indicated for phases or segments, as applicable as well as for the overall program. Schedules shall be shown in terms of calendar months from the date of authorization to proceed or, where applicable, from the date of a stated event, as for example, receipt of a required approval by the Contracting Officer. Unless the request for proposal indicates that the stipulated schedules are mandatory, they shall be treated as desired or recommended schedules. In this event, proposals based upon the offeror's best alternative schedule, involving no overtime, extra shift or other premium, will be accepted for consideration.

(2) **Personnel**

Describe the experience and qualifications of personnel who will be assigned for direct work on this program. Information is required which will show the composition of the task or work group, its general qualifications, and recent experience with similar equipment or programs. Special mention shall be made of direct technical supervisors and key technical personnel, and the approximate percentage of the total time each will be available for this program.

**OFFERORS SHOULD ASSURE THAT THE PRINCIPAL INVESTIGATOR, AND ALL OTHER PERSONNEL PROPOSED, SHALL NOT BE COMMITTED ON FEDERAL GRANTS AND CONTRACTS FOR MORE THAN A TOTAL OF 100% OF THEIR TIME. IF THE SITUATION ARISES WHERE IT IS DETERMINED THAT A PROPOSED EMPLOYEE IS COMMITTED FOR MORE THAN 100% OF HIS OR HER TIME, THE GOVERNMENT WILL REQUIRE ACTION ON THE PART OF THE OFFEROR TO CORRECT THE TIME COMMITMENT.**

(a) **Principal Investigator/Project Director**

List the name of the Principal Investigator/Project Director responsible for overall implementation of the contract and key contact for technical aspects of the project. Even though there may be co-investigators, identify the Principal Investigator/Project Director.

Director who will be responsible for the overall implementation of any awarded contract. Discuss the qualifications, experience, and accomplishments of the Principal Investigator/Project Director. State the estimated time to be spent on the project, his/her proposed duties, and the areas or phases for which he/she will be responsible.

(b) **Other Investigators**

List all other investigators/professional personnel who will be participating in the project. Discuss the qualifications, experience and accomplishments. State the estimated time each will spend on the project, proposed duties on the project, and the areas or phases for which each will be responsible.

(c) **Additional Personnel**

List names, titles, and proposed duties of additional personnel, if any, who will be required for full-time employment, or on a subcontract or consultant basis. The technical areas, character, and extent of subcontract or consultant activity shall be indicated and the anticipated sources shall be specified and qualified. For a proposed personnel who are not currently members of the offeror's staff, a letter of commitment or other evidence of availability is required. A resume does not meet this requirement. Commitment letters for use of consultants and other personnel to be hired must include:

-The specific items or expertise they will provide.

-Their availability to the project and the amount of time anticipated.

-Willingness to act as a consultant.

-How rights to publications and patents will be handled.

(d) **Resumes**

Resumes of all key personnel are required. Each must indicate educational background, recent experience, specific or technical accomplishments, and a listing of relevant publications.

b. **Other Considerations**

Record and discuss specific factors not included elsewhere which support your proposal. Using specifically titled subparagraphs, items may include:

- (1) Any agreements and/or arrangements with subcontractor(s). Provide as much detail as necessary to explain how the statement of work will be accomplished within this working relationship.
- (2) Unique arrangements, equipment, etc., which none or very few organizations are likely to have which is advantageous for effective implementation of this project.
- (3) Equipment and unusual operating procedures established to protect personnel from hazards associated with this project.
- (4) Other factors you feel are important and support your proposed research.
- (5) Recommendations for changing reporting requirements if such changes would be more compatible with your proposed schedules.

13. **Business Proposal Instructions**

a. **Basic Cost/Price Information**

The business proposal must contain sufficient information to allow the Government to perform a basic analysis of the proposed cost or price of the work. This information shall include the amounts of the basic elements of the proposed cost or price. These elements will include, as applicable, direct labor, fringe benefits, travel, materials, subcontracts, purchased parts, shipping, indirect costs and rate, fee, and profit.

b. **Cost and Pricing Data**

(1) **General Instructions**

- (a) As part of the specific information required, you must submit, with your proposal, cost or pricing data (that is, data that are verifiable and factual and otherwise as defined as FAR 15.401). You must clearly identify on your cover sheet that cost or pricing data are included as part of the proposal. In addition, you must submit with our proposal any information reasonably required to explain your estimating process, including--



1. The judgmental factors applied and the mathematical or other methods used in the estimate, including those used in projecting from known data; and
  2. The nature and amount of any contingencies included in the proposed price.
- (b) You must attach cost-element breakdowns for each proposed line item, using the appropriate format prescribed in the “Formats for Submission of Line Item Summaries” section of Table 15-2. You must furnish support breakdowns for each cost element, consistent with your cost accounting system.
  - (c) When more than one contract line item is proposed, you must also provide summary total amounts covering all line items for each element of cost.
  - (d) Whenever you have incurred costs for work performed before submission of a proposal, you must identify those costs in your cost/price proposal.
  - (e) As soon as practicable after final agreement on price or an earlier date agreed to by the parties, but before the award resulting from the proposal, you must, under the conditions stated in FAR 15.406-2, submit a Certificate of Current Cost or Pricing Data.

c. **Cost Elements**

Depending on your system, you must provide breakdowns for the following basic cost elements, as applicable:

- (1) **Materials and services.** Provide a consolidated priced summary of individual material quantities included in the various tasks, orders, or contract line items being proposed and the basis for pricing (vendor quotes, invoice prices, etc). Include raw materials, parts, components, assemblies, and services to be produced or performed by others. For all items proposed, identify the item and show the source, quantity, and price. Conduct price analyses of all subcontractor proposals. Conduct cost analyses for all subcontracts when cost or pricing data are submitted by the subcontractor. Include these analyses as part of your own cost or pricing data submissions for subcontracts expected to exceed the appropriate threshold in FAR 15.403-4. Submit the subcontractor cost or pricing data as part of your own cost or pricing data as required in

paragraph 2.A(2) of this table. These requirements also apply to all subcontractors if required to submit cost or pricing data.

- (a) *Adequate Price Competition.* Provide data showing the degree of competition and the basis for establishing the source and reasonableness of price for those acquisitions (such as subcontracts, purchase orders, material order, etc.) exceeding, or expected to exceed, the appropriate threshold set for at FAR 15.403-4 priced on the basis of adequate price competition. For interorganizational transfers priced at other than the cost of comparable competitive commercial work on the divisions, subsidiary, or affiliate of the contractor, explain the pricing method (see FAR 31.205-26(e)).
- (b) *All Other.* Obtain cost or pricing data from prospective sources for those acquisitions (such as subcontracts, purchase orders, material order, etc.) which exceed the threshold set for in FAR 15.403-4 and not otherwise exempt, in accordance with FAR 15.403-1(b) (i.e., adequate price competition, commercial items, prices set by law or regulation or waiver). Also, provide data showing the basis for establishing source and reasonableness of price. In addition, provide a summary of our cost analysis and a copy of cost or pricing data submitted by the prospective source in support of each subcontract, or purchase order that is the lower of either \$10,000,000 or more, or both more than the pertinent cost or pricing data threshold and more than 10 percent of the prime contractor's proposed price. The Contracting Officer may require you to submit cost or pricing data in support of proposal in lower amounts. Subcontractor cost or pricing data must be accurate, complete and current as of the date of final price agreement, or an earlier date agreed upon by the parties, given on the prime contractor's Certificate of Current Cost or Pricing Data. The prime contractor is responsible for updating a prospective subcontractor's data. For standard commercial items fabricated by the offeror that are generally stocked in inventory, provide a separate cost breakdown, if priced based on cost. For interorganizational transfers priced at cost, provide a separate breakdown of cost elements. Analyze the cost or pricing data and submit the results of your analysis of the prospective source's proposal. When submission of a prospective source's cost or pricing data is required as described in this paragraph, it must be included along with your own cost or pricing data submission, as

part of your own cost or pricing data. You must also submit any other cost or pricing data obtained from a subcontractor, either actually or by specific identification, along with the results of any analysis performed on that data.

- (2) **Direct Labor.** Provide a time-phased (e.g., monthly, quarterly, etc.) breakdown of labor hours, rates, and cost by appropriate category, and furnish bases for estimates.
- (3) **Indirect Costs.** Indicate how you have computed and applied your indirect costs, including cost breakdowns. Show trends and budgetary data to provide a basis for evaluating the reasonableness of proposed rates. Indicate the rates used and provide an appropriate explanation.
- (4) **Other Costs.** List all other costs not otherwise included in the categories described above (e.g., special tooling, travel, computer and consultant services, preservation, packaging and packing, spoilage and rework, and Federal excise tax on finished articles) and provide bases for pricing.
- (5) **Royalties.** If royalties exceed \$1,500, you must provide the following information on a separate page for each separate royalty or license fee:
  - (a) Name and address of licensor.
  - (b) Date of license agreement.
  - (c) Patent numbers.
  - (d) Patent application serial numbers, or other basis on which the royalty is payable.
  - (e) Brief description, (including any pat or model numbers of each contract item or component on which the royalty is payable).
  - (f) Percentage or dollar rate of royalty per unit.
  - (g) Unit price of contract item.
  - (h) Number of units.
  - (i) Total dollar amount of royalties.
  - (j) If specifically requested by the Contracting Officer, a copy of the current license agreement and identification of applicable claims of specific patents (see FAR 27.204 and 31.205-37).
- (6) **Facilities Capital Cost of Money.** When you elect to claim facilities capital cost of money as an allowable cost, you must submit Form CASB-CMF and show the calculation of the proposed amount (see FAR 31.205-10)

14. **Other Administrative Data**

a. **Property**

- (1) It is DHHS policy that Contractors will provide all equipment and facilities necessary for performance of contracts. Exception may be granted to furnish Government-owned property, or to authorize purchases with contract funds, only when approved by the Contracting Officer. If the offeror is proposing that the Government provide any equipment, other than that specified under Government Furnished Property in the RFTOP, the proposal must include comprehensive justification which includes:
  - (a) An explanation that the item is for a special use essential to the direct performance of the contract and the item will be used exclusively for the purpose. Office equipment such as desks, office machines, etc., will not be provided under a contract except under very exceptional circumstances.
  - (b) No practical or economical alternative exists (e.g., rental, capital investment) that can be used to perform the work.
- (2) The offeror shall identify Government-owned property in its possession and/or Contractor titled property acquired from Federal funds, which it proposes to use in the performance of the prospective contract.
- (3) The management and control of any Government property shall be in accordance with DHHS Publication (OS) 686 entitled, "Contractors Guide for Control of Government Property (1990)," a copy of which will be provided upon request.

b. **Submission of Electronic Funds Transfer Information with Offer, FAR Clause 52.232-38 (MAY 1999)** The offeror shall provide, with its offer, the following information that is required to make payment by electronic funds transfer (EFT) under any contract that results from this solicitation. This submission satisfies the requirement to provide EFT information under paragraphs (b)(1) and (j) of the clause at 52.232-34, Payment by Electronic Funds Transfer--Other than Central Contractor Registration.

- (1) The name, address, and 9-digit Routing Transit Number of the offeror's financial agent.

- (2) The offeror's account number and the type of account (checking, savings or lockbox).
- (3) If applicable, the Fedwire Transfer System telegraphic abbreviation of the offeror's financial agent.
- (4) If applicable, the offeror shall also provide the name, address, telegraphic abbreviation, and 9-digit Routing Transit Number of the correspondent financial institution receiving the wire transfer payment if the offeror's financial agent is not directly on-line to the Fedwire and, therefore, not the receiver of the wire transfer payment.

c. **Incremental Funding**

An incrementally funded cost-reimbursement contract is a contract in which the total work effort is to be performed over a multiple year period and funds are allotted, as they become available, to cover discernible phases or increments of performance. The incremental funding technique allows for contracts to be awarded for period in excess of one year even though the total estimated amount of funds expected to be obligated for the contract are not available at the time of the contract award. If this requirement is specified elsewhere in this RFTOP, the offeror shall submit a cost proposal for each year. In addition, the following provisions are applicable:

Sufficient funds are not presently available to cover the total cost of the complete multiple year project described in this solicitation. However, it is the Government's intention to negotiate and award a contract using the incremental funding concepts described in the clause entitled "Limitation of Funds." Under that clause, which will be included in the resultant contract, initial funds will be obligated under the contract to cover an initial period of performance. Additional funds are intended to be allotted from time to time, to the contract by contract modification, up to and including the full estimated cost of the contract, to accomplish the entire project. While it is the Government's intention to progressively fund this contract over the entire period of performance up to and including the full estimated costs, the Government will not be obligated to reimburse the Contractor for costs incurred in excess of the periodic allotments, nor will the Contractor be obligated to perform in excess of the amount allotted.

The "Limitation of Funds" clause to be included in the resultant contract shall supersede the "Limitation of Cost" clause found in the General Clauses.

d. **Subcontractors**

If subcontractors are proposed, please include a commitment letter from the subcontractor detailing:

- (1) Willingness to perform as a subcontractor for specific duties (list duties)
- (2) What priority the work will be given and how it will relate to other work
- (3) The amount of time and facilities available to this project.
- (4) Information on their cognizant field audit offices.
- (5) How rights to publications and patents are to be handled.
- (6) A complete cost proposal in the same format as the offeror's cost proposal.

e. **Proposer's Annual Financial Report**

A copy of the organization's most recent annual report must be submitted as part of the business proposal.

RFTOP# 28

TITLE: NIAAA College Drinking Website

**ART II - CONTRACTOR'S REPLY:**

DO # NICS-\_\_\_\_\_ CONTRACT #263-01-D-0\_\_\_\_\_

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method: CPFF

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR:\_\_\_\_\_

Signature

Date

**SOURCE SELECTION:**

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # \_\_\_\_\_

Appropriations Data: \_\_\_\_\_

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED: \_\_\_\_\_

FAX #

Signature - Project Officer

Date

APPROVED: \_\_\_\_\_

FAX #

Signature - Contracting Officer

Date

**FINAL APPROVAL -**

CONTRACTOR SHALL NOT EXCEED THE TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED: \_\_\_\_\_

Signature -Anthony M. Revenis, J.D., NIH-ICS Coordinator

Date